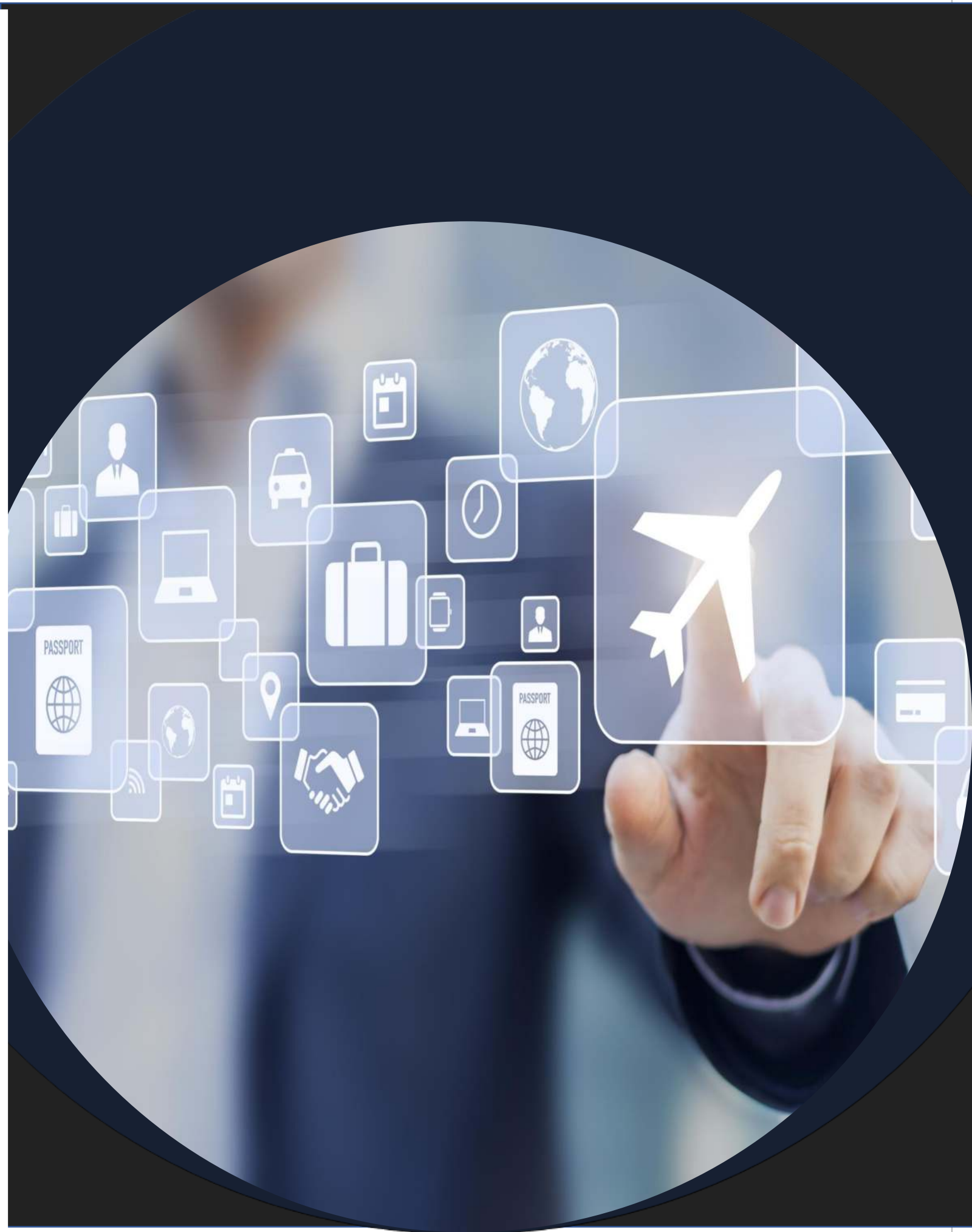


# Economic Impact of Tourism in West Virginia - 2022

September 2023

Prepared for: West Virginia Department of Tourism





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## INTRODUCTION PROJECT BACKGROUND

The travel sector is an integral part of the West Virginia economy. Visitors generate significant economic benefits to households, business, and government. This economic activity represents a critical driver of the state's economy. In 2022, visitor activity spending surpassed \$5 billion for the first time.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development.

This is particularly important for West Virginia as its visitor economy rebounds. By establishing a timeline of economic impacts, the industry can track its progress.

To quantify the significance of the visitor economy in West Virginia, Tourism Economics developed a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the visitor economy in terms of direct visitor spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

## METHODOLOGY AND DATA SOURCES

An IMPLAN input-output model was constructed for the state of West Virginia. The model traces the flow of visitor-related expenditures through the state's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

Visitors included those who stayed overnight or traveled more than 50 miles to the destination.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in ES202 data.

The analysis draws on the following data sources:

- Longwoods International: survey data, including spending and visitor totals for domestic visitors to West Virginia
- STR/AirDNA lodging performance data, including room demand, room rates, occupancy, and room revenue, for hotels and short-term rentals.
- Tax collections: Bed tax and sales tax receipts for select industries. Data for both state and county geographies
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to West Virginia based on aviation, survey, and credit card information
- American Gaming Association – gaming revenues
- National/State park data



# ECONOMIC IMPACTS


## KEY FINDINGS

### VISITS AND VISITOR SPENDING

With visits nearing pre-pandemic levels and increases in visitor spending, visitor spending surpassed \$5 billion, growing 16% to reach \$5.3 billion, the highest level of spending ever recorded in West Virginia. Visitor spending increases were strongest in the recreational and transportation categories. Visits grew to 65.9 million, nearly equaling the 66.6 million visits in 2019.

 **65.9 MILLION**  
Total Visitors to West Virginia in 2022

 **6.0 MILLION**  
Increase in Visitors to West Virginia in 2022

 **\$5.3 BILLION**  
Visitor Spending

### TOTAL ECONOMIC IMPACT

The direct visitor spending of \$5.3 billion generated a total economic impact of \$7.3 billion in West Virginia in 2022 including indirect and induced impacts. This total economic impact sustained 54,330 jobs, earning those jobholders \$1.8 billion and generated \$887 million in tax revenues in 2022.

 **\$7.3 BILLION**  
Total Economic Impact of Tourism in West Virginia in 2022

### SUMMARY ECONOMIC IMPACTS West Virginia Tourism (2022)



**\$5.3B**

Visitor  
Spending



**\$7.3B**

Total  
Economic  
Impact



**54,330**

Total  
Jobs  
Supported



**\$1.8B**

Total  
Income



**\$887M**

Tax Revenue  
Generated





## VISITS & VISITOR SPENDING

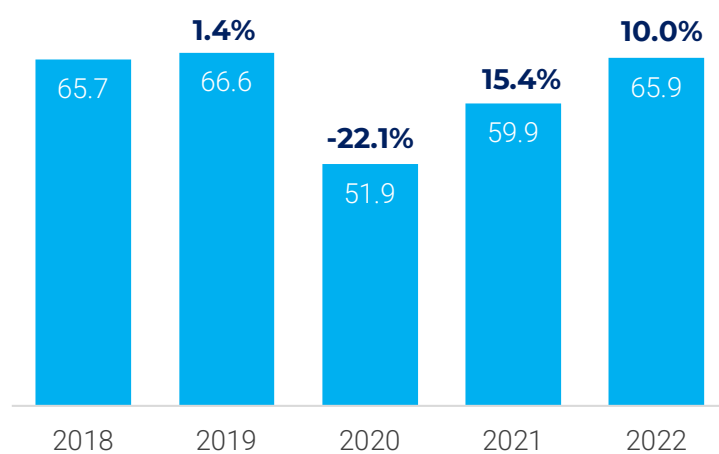
Visitor spending in West Virginia surpassed \$5 billion in 2022. West Virginia visits and visitor spending grew 10% and 16%, respectively, driven by continued strength in leisure travel and recovery in business travel in 2022. Visits essentially equaled pre-pandemic levels as domestic visits neared pre-pandemic levels. With visitation growth, growth in overnight travel, and price increases in several categories of spending, visitor spending surpassed pre-pandemic levels by 17%.

### VISITOR VOLUME

Visitation grew by 10% to reach 66 million, supported by growth in leisure travel and recovery in business and international travel,. The number of visits increased by 6.0 million and the increases have reached 14 million since 2020.

#### West Virginia visitor volume

Amounts in millions



Sources: Longwoods International, Tourism Economics

### VISITOR SPENDING

Visitor spending surpasses \$5 billion in 2022.

Visitors to West Virginia spent \$5.3 billion in the state in 2022, an increase of \$735 million as spending surpassed pre-pandemic levels by 17%.

The largest share of visitor spending was on food & beverages. Visitors' \$1.4 billion spent on food & beverages in 2022 – at businesses from restaurants to grocery stores – was 26% of total visitor spending.

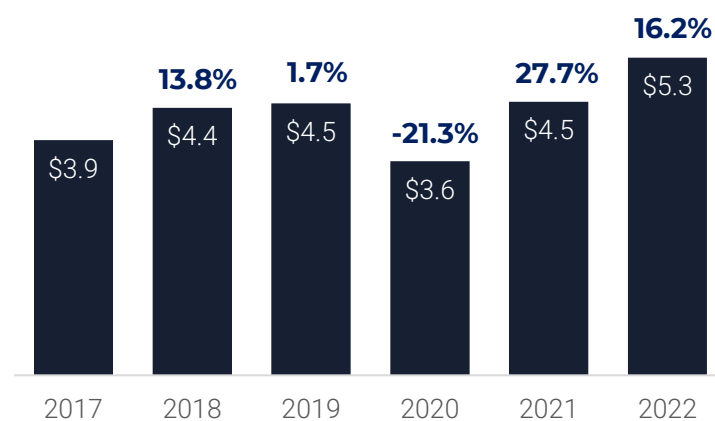
Recreational activity by visitors was 21.5% of overall visitor spending in 2022 followed closely by retail spending with a 20.6% share of visitor spending.

Transportation spending, including the value of airports to the state's economy, had 17% of each visitor dollar dedicated to transportation costs.

Fifteen percent of each visitor dollar spent in West Virginia went to lodging purposes.

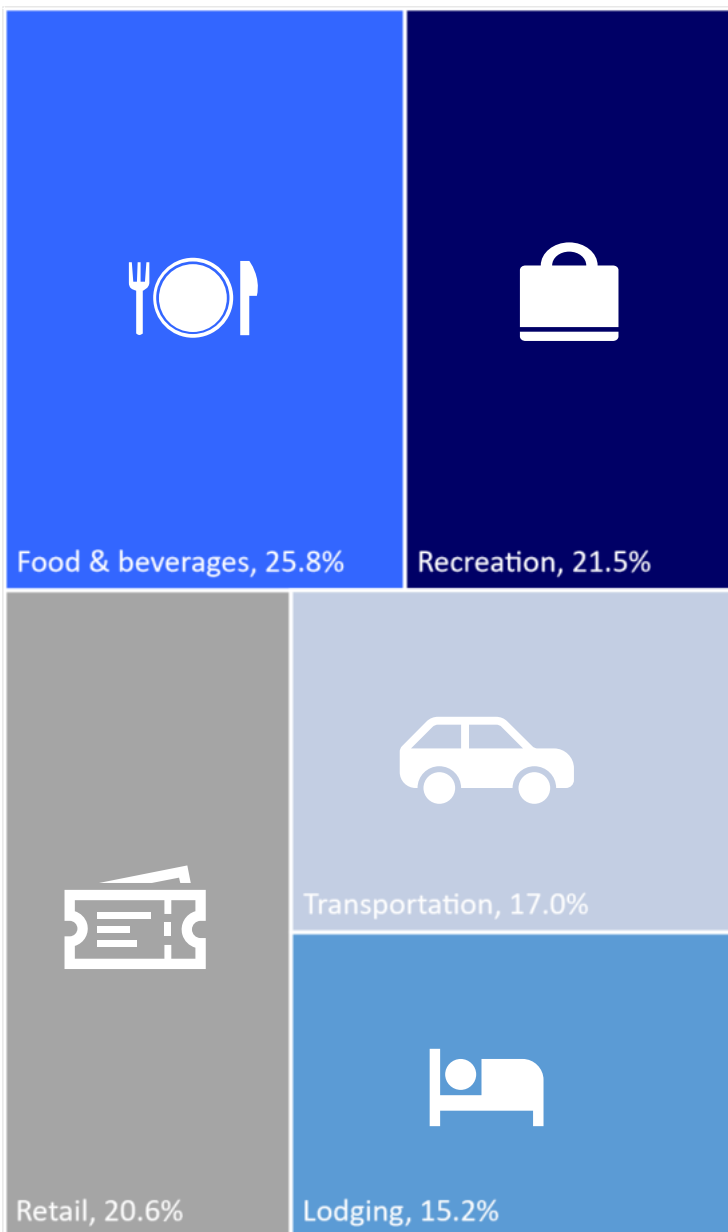
#### West Virginia visitor spending

Amounts in \$ billions



Sources: Longwoods International, Tourism Economics

 **\$5.3 BILLION**  
Total Visitor Spending in 2022



Source: Tourism Economics

Note: Lodging spending includes dollars spent on short-term rentals and other second home income. Transport includes both air and local transportation.

VISITOR SPENDING CATEGORY TRENDS

Spending grew across all spending categories with the strongest growth seen in transportation and recreational spending categories.

Transportation spending by visitors in West Virginia, jumped nearly \$150 million to \$895 million. The continued recovery in air passenger counts, increased visitation, and growth in gas prices all contributed to this increase.

With key venues re-opening and attractions increasing capacity, recreational spending jumped 20% in 2022 to \$1.1 billion. Lodging spending increased 12% in 2022, growing nearly \$90 million with short-term rental growth strength helping drive gains.

Spending by visitors in 2022 at clothing, sporting goods, and other shops surpassed pre-pandemic levels by more than 16% in 2022, at \$1.1 billion.

West Virginia’s visitor spending is up 17% compared to 2019. For the US, visitor spending in 2022 is up 1.2%. West Virginia’s pandemic losses were smaller than the US and the state has recovered quicker than the country as a whole.

WV visitor spending in 2022 was 17% higher than 2019.

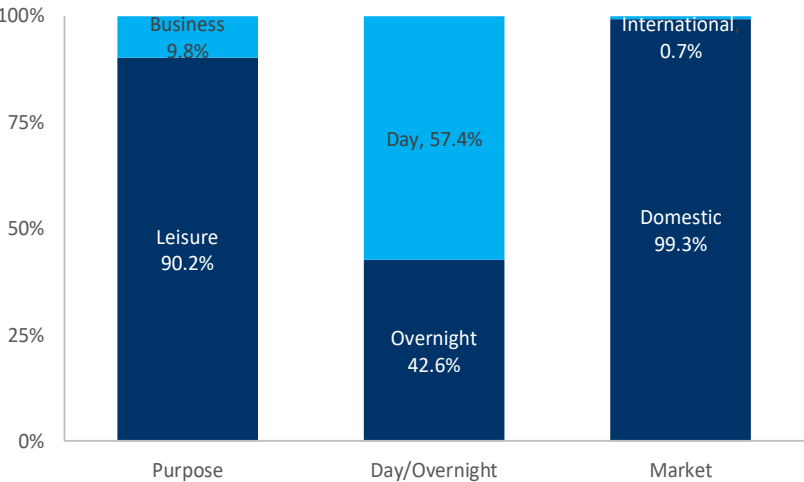
VISITOR SEGMENTS

Overnight visitor spending growth has supported overall visitor spending growth in 2021 and 2022. In 2022, spending by overnight visitors increased to \$2.3 billion, 43% of the overall spending. With 16 million person-trips in West Virginia, spending by an overnight visitor was \$140 per-person, a \$10 increase.

Day spending grew to \$3.0 billion in 2022.

West Virginia spending share by segment

Percent % of visitor spending by market



Source: Tourism Economics

West Virginia visitor spending and annual growth

Amounts in \$ millions, 2022 % change, and % recovered relative to 2022

	2018	2019	2020	2021	2022	2022 Growth	% relative to 2019
Total visitor spending	\$4,445.1	\$4,521.0	\$3,558.4	\$4,545.5	\$5,280.6	16.2%	116.8%
Lodging*	\$693.6	\$695.9	\$498.3	\$716.5	\$803.5	12.1%	115.5%
Food & beverage	\$1,182.3	\$1,229.9	\$980.6	\$1,168.5	\$1,361.2	16.5%	110.7%
Retail	\$909.9	\$934.8	\$747.2	\$962.9	\$1,086.7	12.9%	116.2%
Recreation	\$999.1	\$1,012.5	\$758.3	\$948.0	\$1,133.8	19.6%	112.0%
Transportation**	\$660.1	\$647.9	\$574.0	\$749.7	\$895.5	19.4%	138.2%

Source: Tourism Economics

\* Lodging includes short-term rentals and other second home spending  
\*\* Transportation includes both ground and air transportation

Visitor volume and spending

Amounts in mils of persons, \$ millions, and \$ per person

	2018	2019	2020	2021	2022
Total visitors	65.7	66.6	51.9	59.9	65.9
Day	49.0	49.8	40.4	45.2	49.9
Overnight	16.7	16.8	11.5	14.7	16.0
Total visitor spending	\$4,445	\$4,521	\$3,558	\$4,546	\$5,281
Day	\$2,436	\$2,498	\$2,191	\$2,626	\$3,031
Overnight	\$2,009	\$2,023	\$1,367	\$1,919	\$2,250
Per visitor spending	\$68	\$68	\$69	\$76	\$80
Day	\$50	\$50	\$54	\$58	\$61
Overnight	\$120	\$120	\$119	\$130	\$140

Source: Tourism Economics

# VISITOR SPENDING DISTRIBUTION - LEVELS

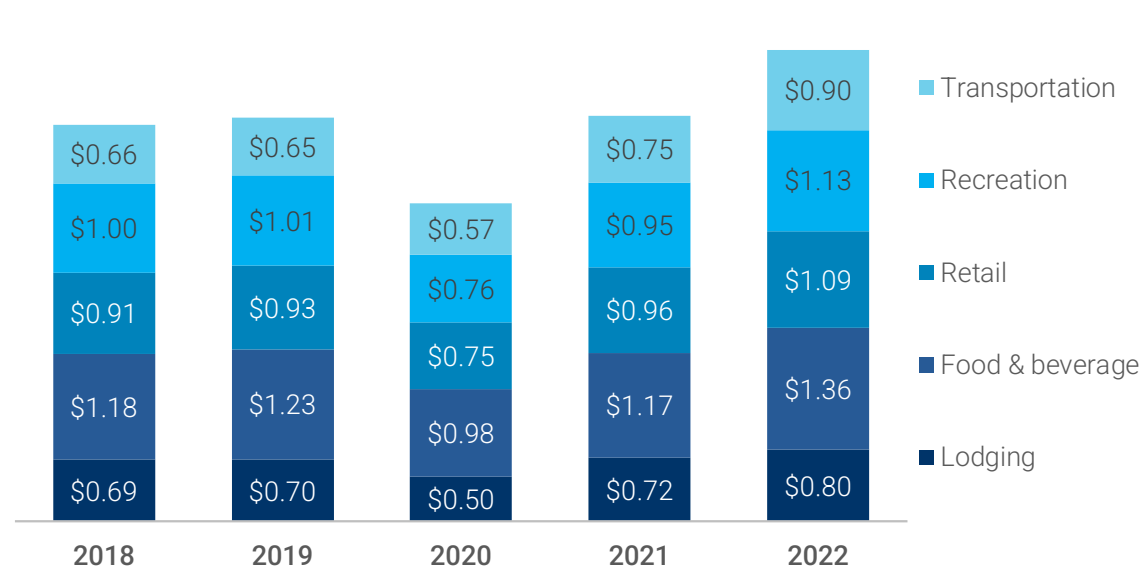
Visitor spending in 2022 increased in all the major spending categories, led by \$190 million increases in recreation and food & beverage spending. Food & beverages spending increased by \$193 million in 2022, growing to \$1.4 billion. This is also \$130 million more than the pre-pandemic high of \$1.2 billion.

Recreational spending increased by \$186 million in 2022 to reach \$1.1 billion, 12% above 2019 levels after falling to 75% of 2019 levels in 2020.

Driven by increases in visitation, gas prices, and the recovery in air travel, transportation spending's increase provided 20% of the \$735 million growth in visitor spending in 2022.

## Visitor spending in West Virginia, 2018-2022

By category, \$ billions



Source: Tourism Economics

# VISITOR SPENDING DISTRIBUTION - SHARES

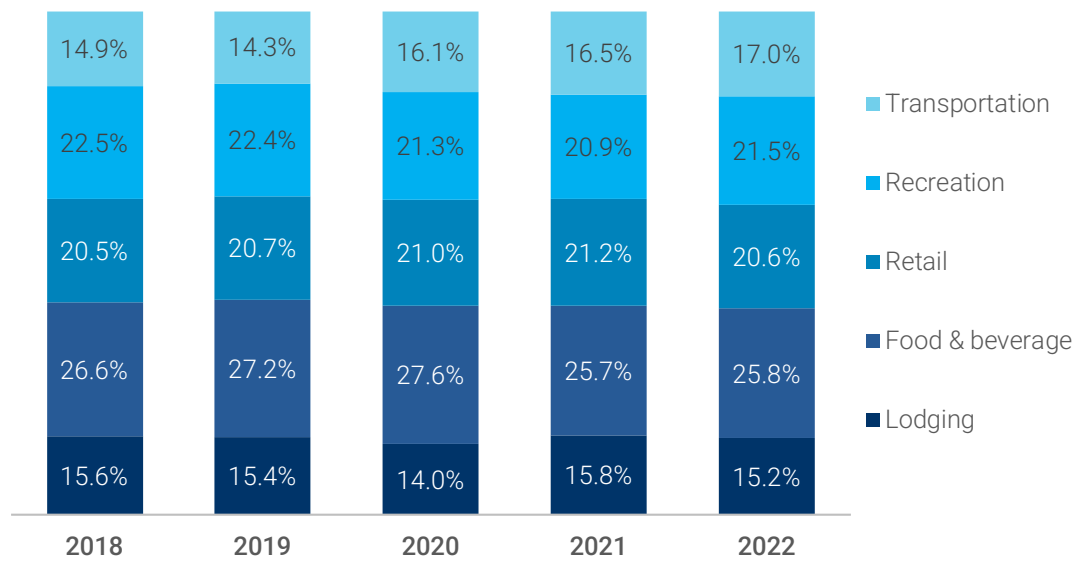
Visitor spending shares were influenced by several factors in 2022. The continued recovery in spending, growth in types of visitation, and uneven price increases across the categories all impacted changes in spending shares.

The continued recovery in recreational spending helped increase the share of visitor spending on entertainment to 21.5%, up from 20.9% in 2021. Recovery in air travel and gas price increases pushed the transportation share to 17.0% in 2022, up 0.5 percentage points.

After jumping nearly two percentage points in 2021, the share of the visitor dollar spent on lodging fell slightly as day visitation recovery in 2022 pushed other non-lodging category spending.

## Visitor spending shares in West Virginia, 2018-2022

By category, %



Source: Tourism Economics





# ECONOMIC IMPACT METHODOLOGY

The analysis of the West Virginia visitor economy begins with direct visitor spending and then analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the West Virginia economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

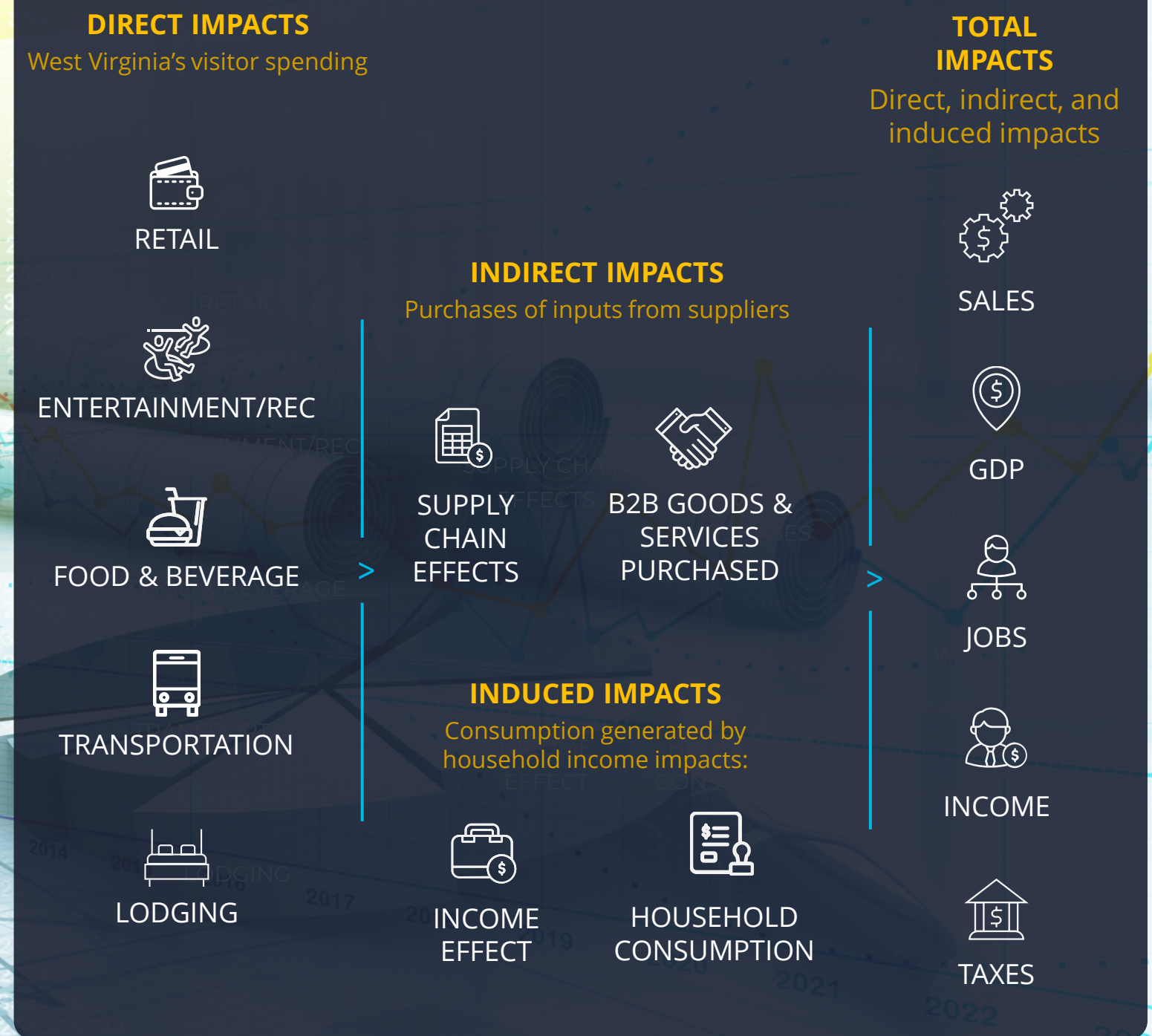
An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact - direct, indirect and induced - for a broad set of indicators, including:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

## ECONOMIC IMPACT FRAMEWORK







## ECONOMIC IMPACT FINDINGS

### DIRECT IMPACTS

The number of jobs directly supported by visitor spending grew 7.3% in 2022, reaching 41,500 jobs in West Virginia. Employment supported by visitor activity increased by over 2,800 jobs. With the increase, the number of jobs directly supported by visitors rebounded to 95% of pre-pandemic levels. Nationwide, employment is only at 88% of pre-pandemic levels.

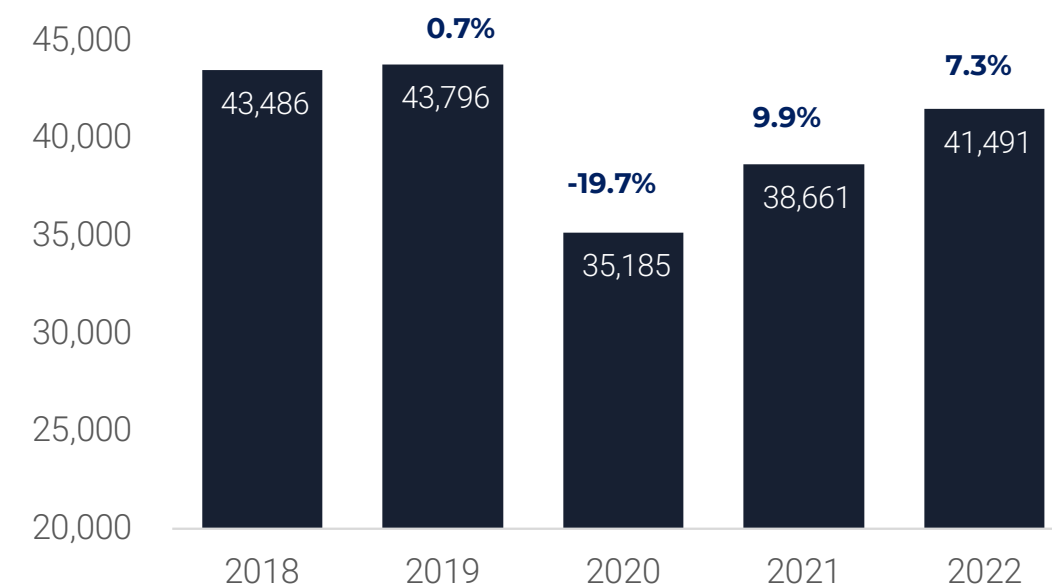
This 'Tourism Industry' includes jobs from many different industries – including accommodations and food services, recreation, retail, transportation and more. It is not all of the employment in any of those industries as local demand will account for portions, if not the majority, of employment in all of those industries.

If direct visitor-supported employment was treated as a single industry, it would rank 9<sup>th</sup> in comparison to all other sectors, just behind the professional and business services on sector.

**The Tourism Industry  
ranked 9<sup>th</sup> in jobs in  
West Virginia**

### Visitor supported employment in West Virginia

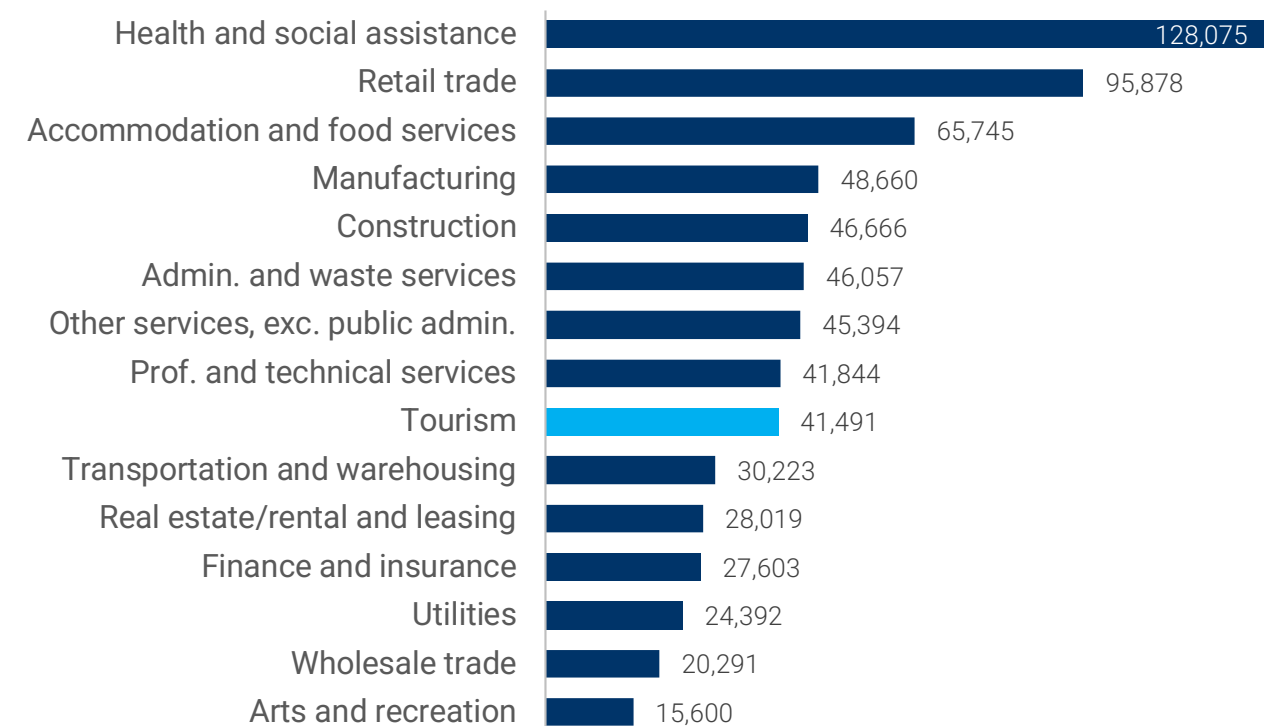
Amounts in number of jobs



Source: Tourism Economics

### Employment in West Virginia, by major industry

Amounts in number of jobs



Source: Tourism Economics





# ECONOMIC IMPACT FINDINGS

## BUSINESS SALES IMPACTS

Visitor activity supported a total of \$7.3 billion in business sales in 2022. Visitor spending grew to \$5.3 billion. Indirect and induced impacts added another \$2.1 billion as tourism businesses and workers spent in the state’s economy.

Note only do industries like restaurants see significant benefits from visitor activity – a total of \$1.2 billion – but visitor activity also supported a total of \$426 million in sales in business services industry. This is spending by tourism businesses and workers on accountants, interior designers, advertising, veterinarians and more.

Summary economic impacts (2022)

Amounts in \$ billions



Source: Tourism Economics

## Business sales impacts by industry (2022)

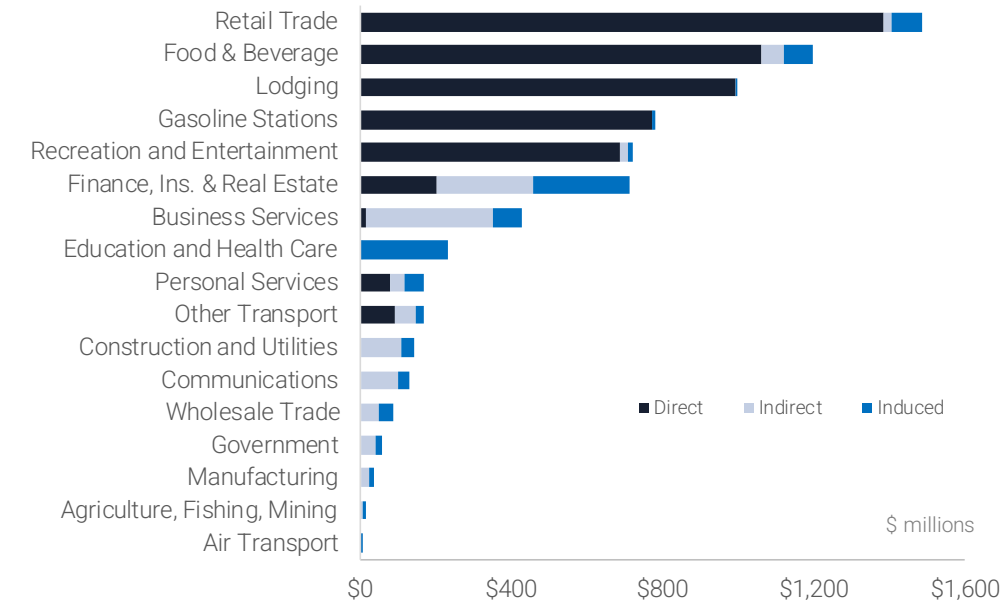
Amounts in \$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$5,281	\$1,130	\$938	\$7,349
Retail Trade	\$ 1,386	\$21	\$79	\$1,486
Food & Beverage	\$ 1,062	\$60	\$75	\$1,197
Lodging	\$ 992	\$0	\$0	\$992
Gasoline Stations	\$ 770	\$1	\$8	\$779
Recreation and Entertainment	\$ 688	\$22	\$9	\$719
Finance, Ins. & Real Estate	\$ 200	\$256	\$257	\$713
Business Services	\$ 16	\$337	\$73	\$426
Education and Health Care	-	\$3	\$228	\$231
Personal Services	\$ 78	\$39	\$52	\$170
Other Transport	\$ 90	\$59	\$21	\$169
Construction and Utilities	-	\$108	\$34	\$142
Communications	-	\$101	\$28	\$129
Wholesale Trade	-	\$48	\$40	\$88
Government	-	\$42	\$17	\$59
Manufacturing	-	\$24	\$12	\$36
Agriculture, Fishing, Mining	-	\$8	\$5	\$13
Air Transport	-	\$1	\$0	\$1

Source: Tourism Economics

## Visitor economy business sales impacts by industry (2022)

Amounts in \$ millions



Source: Tourism Economics



ECONOMIC IMPACT FINDINGS

**FISCAL (TAX) IMPACTS**

Visitor spending, supporting jobs, income, and business sales, generated \$881 million in government revenues.

State and local taxes alone tallied \$511 million in 2022.

Each household in West Virginia would need to be taxed an additional \$715 to replace the visitor-generated taxes generated by visitor activity in West Virginia and received by state and local governments in 2022.

**Fiscal (tax) impacts**

Amounts in \$ millions

	2022
<b>Total Tax Revenues</b>	<b>\$886.86</b>
<b>Federal Taxes</b>	<b>\$370.41</b>
Personal Income	\$111.12
Corporate	\$33.06
Indirect Business	\$73.51
Social Insurance	\$152.72
<b>State and Local Taxes</b>	<b>\$516.45</b>
Sales	\$232.71
Bed Tax	\$39.17
Personal Income	\$41.94
Corporate	\$8.89
Social Insurance	\$0.04
Excise and Fees	\$53.56
Property	\$140.12

Source: Tourism Economics

State & local tax  
revenues equal \$715 per  
WV household

Tourism-supported revenues to state government were \$306 million in 2022. The majority of state revenues are from sales taxes with income and excise and fees from visitor activity together adding \$75 million to state coffers.

Local tax revenues from visitor activity provided \$210 million to local governmental authorities with property taxes, bed taxes, fees, and sales taxes supporting local governmental revenues.

**Fiscal (tax) impacts**

Amounts in \$ millions

	2022
<b>State Taxes</b>	<b>\$306.15</b>
Sales	\$221.46
Bed Tax	\$0.00
Personal Income	\$41.94
Corporate	\$8.89
Social Insurance	\$0.04
Excise and Fees	\$33.20
Property	\$0.63
<b>Local Taxes</b>	<b>\$210.29</b>
Sales	\$11.25
Bed Tax	\$39.17
Personal Income	\$0.00
Corporate	\$0.00
Social Insurance	\$0.00
Excise and Fees	\$20.37
Property	\$139.50

Source: Tourism Economics

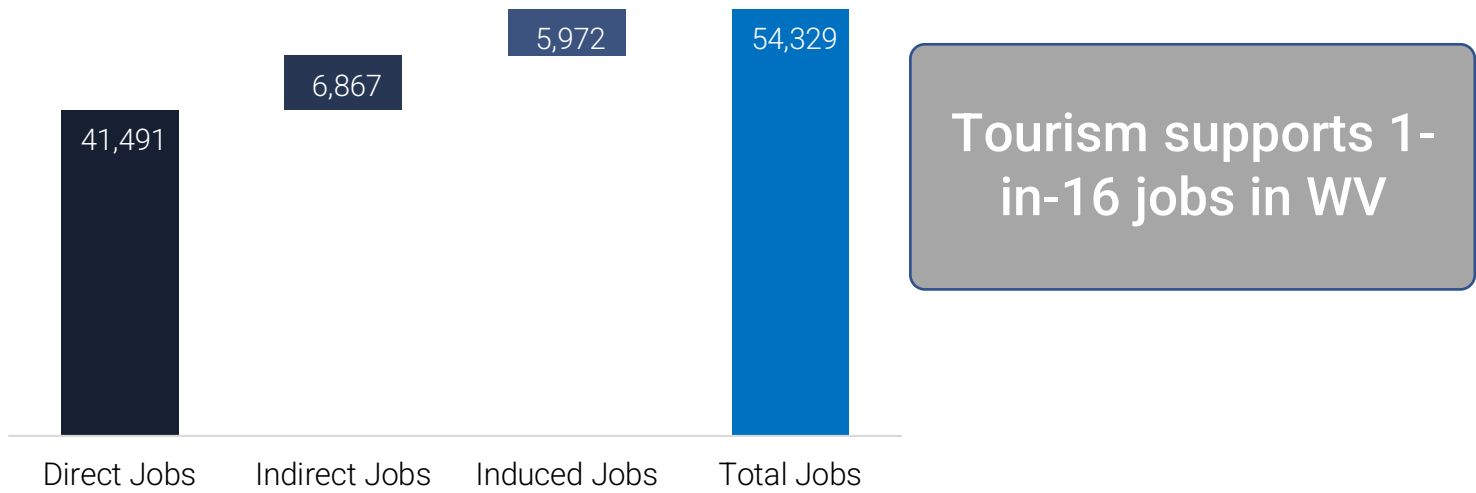


EMPLOYMENT IMPACTS

Visitor activity supported a total of 54,330 jobs in 2022, including 41,490 direct jobs and 12,840 jobs supported through indirect and induced impacts. This equates to 1-in-16 jobs in West Virginia.

Summary employment impacts (2022)

Amounts in number of jobs



Source: Tourism Economics

With tourism a labor-intensive industry, more of the employment impact is directly from visitor activity, pushing those industry’s rankings up. Ranking 1<sup>st</sup>, visitor spending supports the largest number of jobs in the food & beverage industry, 15,344.

Spending by tourism-supported workers supports 579 jobs in personal services businesses – from automotive repair to beauty salons and civic organizations.

Visitor job Impacts by industry (2022)

Amounts in number of jobs



Source: Tourism Economics



Summary employment Impacts by industry (2022)

Amounts in number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	41,491	6,867	5,972	54,329
Food & Beverage	13,611	828	905	15,344
Lodging	9,702	1	1	9,704
Recreation and Entertainment	8,142	416	133	8,691
Retail Trade	4,863	184	778	5,825
Personal Services	2,706	447	579	3,733
Business Services	159	2,446	554	3,160
Education and Health Care	-	48	1,958	2,006
Other Transport	1,253	491	151	1,894
Finance, Ins. & Real Estate	312	1,048	466	1,825
Gasoline Stations	742	7	50	800
Government	-	262	73	334
Communications	-	255	60	315
Wholesale Trade	-	158	112	270
Construction and Utilities	-	175	62	237
Agriculture, Fishing, Mining	-	40	71	111
Manufacturing	-	59	18	76
Air Transport	-	2	1	4

Source: Tourism Economics



LABOR INCOME IMPACTS

Visitor activity generated a total of \$1.8 billion in labor income to West Virginia job holders. Visitor activity directly supported more than \$1.2 billion in income with indirect and induced jobs supported by tourism added another \$650 million.

Summary labor income impacts (2022)

Amounts in \$ billions

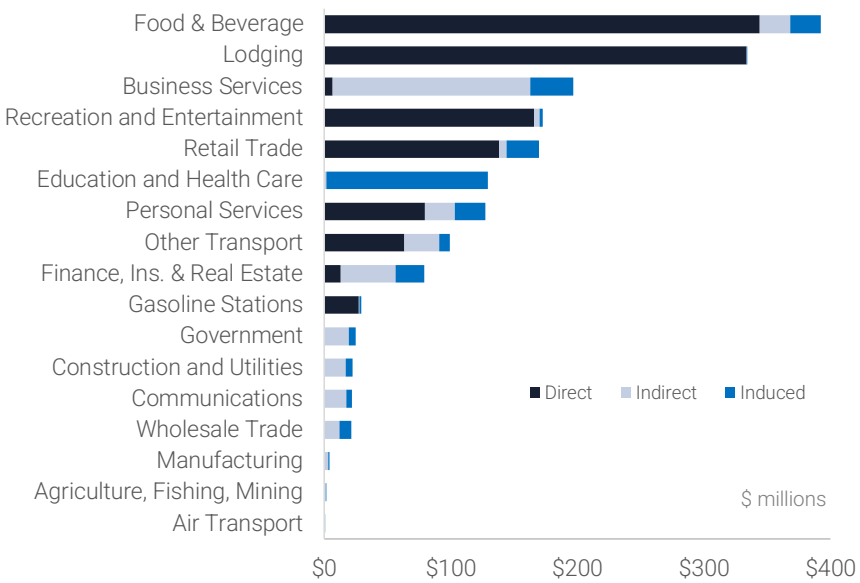


Source: Tourism Economics

There are seven industries in which visitor activity supports more than \$100 million in personal income. These range from the obvious—food & beverage and lodging, to the less obvious—business services and education & health care.

Visitor labor income Impacts by industry (2022)

Amounts in \$ billions



Source: Tourism Economics



Summary labor income impacts (2022)

Amounts in \$ millions

	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total, all industries	\$ 1,170	\$ 356	\$ 297	\$ 1,823
Food & Beverage	\$ 344	\$ 24	\$ 24	\$ 392
Lodging	\$ 333	\$ 0	\$ 0	\$ 334
Business Services	\$ 7	\$ 156	\$ 34	\$ 197
Recreation and Entertainment	\$ 166	\$ 4	\$ 2	\$ 172
Retail Trade	\$ 138	\$ 6	\$ 25	\$ 169
Education and Health Care	-	\$ 2	\$ 127	\$ 129
Personal Services	\$ 79	\$ 24	\$ 24	\$ 127
Other Transport	\$ 63	\$ 27	\$ 9	\$ 99
Finance, Ins. & Real Estate	\$ 13	\$ 43	\$ 23	\$ 79
Gasoline Stations	\$ 27	\$ 0	\$ 2	\$ 29
Government	-	\$ 19	\$ 5	\$ 24
Construction and Utilities	-	\$ 17	\$ 6	\$ 22
Communications	-	\$ 17	\$ 4	\$ 22
Wholesale Trade	-	\$ 12	\$ 9	\$ 21
Manufacturing	-	\$ 3	\$ 1	\$ 4
Agriculture, Fishing, Mining	-	\$ 1	\$ 1	\$ 1
Air Transport	-	\$ 0	\$ 0	\$ 0

Source: Tourism Economics



VALUE ADDED IMPACTS

The value of all visitor-supported goods & services produced in West Virginia in 2022 for West Virginia visitors was \$3.1 billion, 3.3% of the West Virginia economy.

Summary value-added impacts (2022)

Amounts in \$ billions



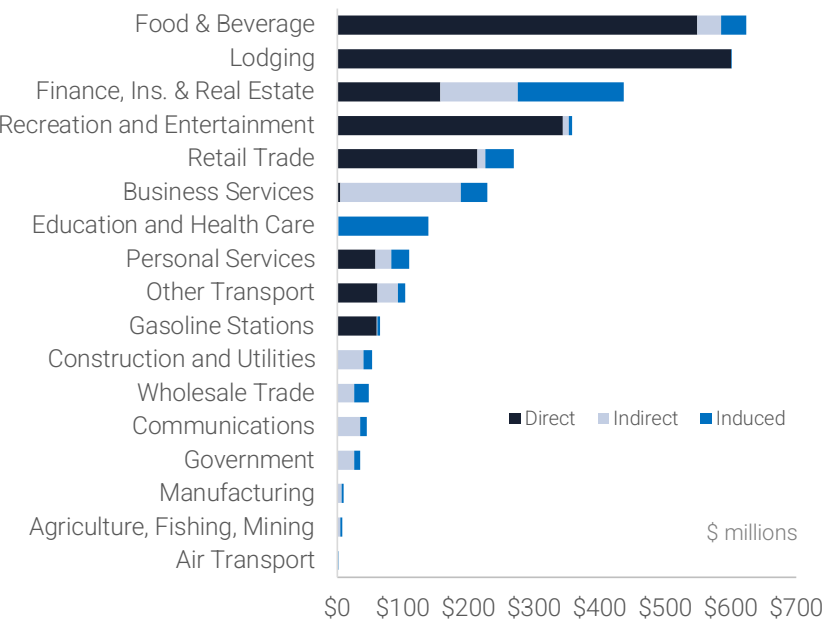
Source: Tourism Economics

The locally produced portion of visitor-supported sales in the finance & real estate industry added \$437 million to state GDP in 2022.

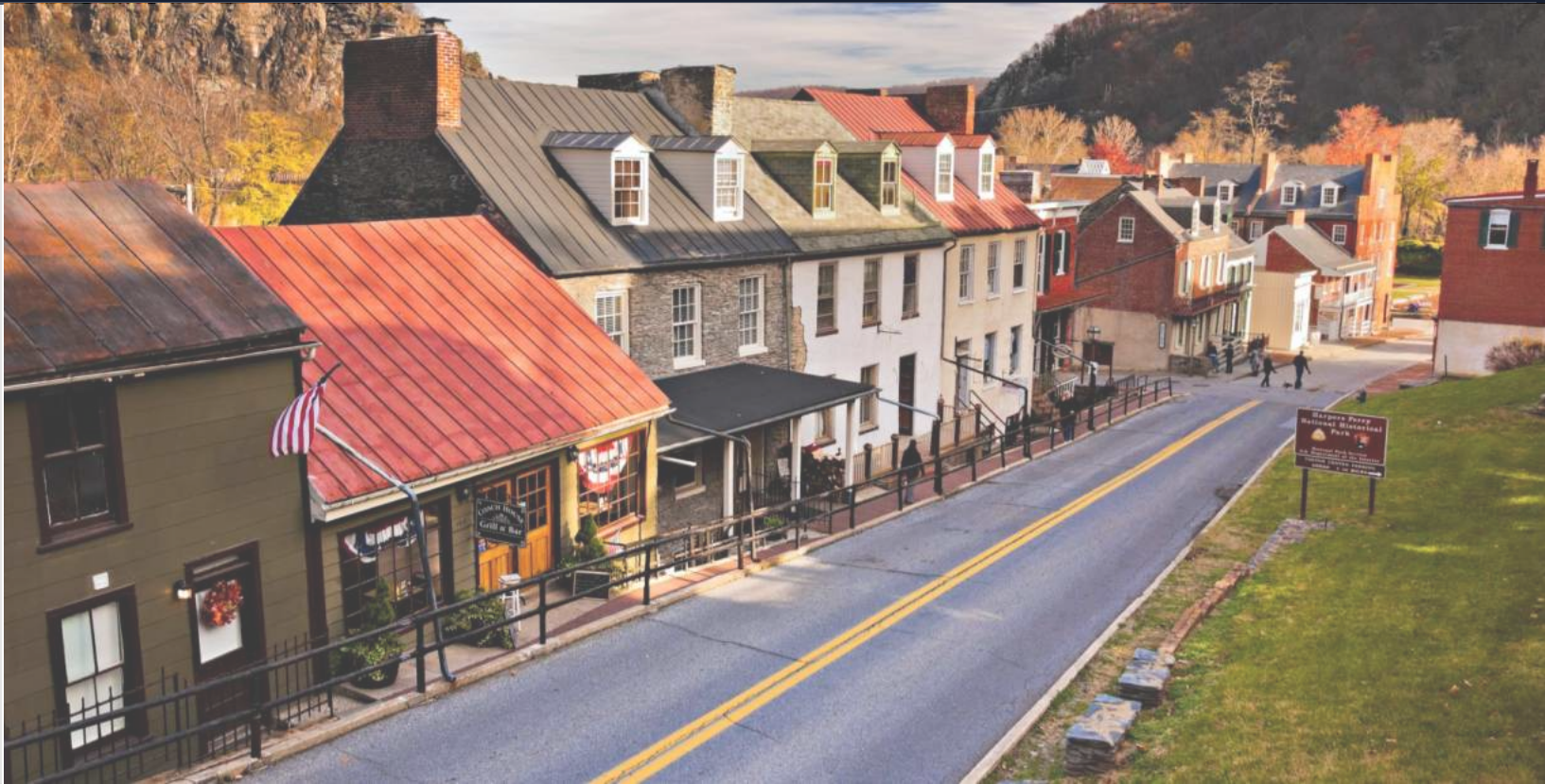
Spending by travel demand-supported workers supported \$137 million in GDP contribution in the education and health care industries, showing how tourism activity supports businesses across the industrial spectrum.

Visitor value-added impacts by Industry (2022)

Amounts in \$ millions



Source: Tourism Economics



Summary value-added impacts by industry (2022)

Amounts in \$ millions

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
Total, all industries	\$ 2,048	\$ 557	\$ 528	\$ 3,132
Food & Beverage	\$ 550	\$ 36	\$ 38	\$ 624
Lodging	\$ 600	\$ 0	\$ 0	\$ 600
Finance, Ins. & Real Estate	\$ 157	\$ 119	\$ 162	\$ 437
Recreation and Entertainment	\$ 344	\$ 10	\$ 4	\$ 358
Retail Trade	\$ 214	\$ 12	\$ 43	\$ 270
Business Services	\$ 5	\$ 184	\$ 40	\$ 229
Education and Health Care	-	\$ 2	\$ 137	\$ 139
Personal Services	\$ 58	\$ 24	\$ 28	\$ 110
Other Transport	\$ 61	\$ 31	\$ 11	\$ 103
Gasoline Stations	\$ 60	\$ 1	\$ 4	\$ 65
Construction and Utilities	-	\$ 40	\$ 13	\$ 53
Wholesale Trade	-	\$ 26	\$ 22	\$ 48
Communications	-	\$ 35	\$ 10	\$ 45
Government	-	\$ 26	\$ 9	\$ 35
Manufacturing	-	\$ 6	\$ 3	\$ 9
Agriculture, Fishing, Mining	-	\$ 5	\$ 3	\$ 8
Air Transport	-	\$ 0	\$ 0	\$ 0

Source: Tourism Economics



## ECONOMIC IMPACTS IN CONTEXT



### **\$5.3B VISITOR SPENDING**

West Virginia's \$5.3 billion in visitor spending means that visitors spend on average \$14.5 million per day in the state.



### **\$735M VISITOR SPENDING INCREASE**

Visitor spending growth in West Virginia of \$735 million is similar to the capital spending of West Virginia's Parkways Authority (WV Turnpike) over the next TEN years.



### **54,330 TOTAL JOBS**

The total job impact of visitor activity in West Virginia is larger than the population of Charleston, West Virginia's largest city.



### **\$887M TAX REVENUES**

The \$887 million in tax revenues supported by visitor activity would have paid for the I-70 bridge project four times over. (\$215 million).



Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Service stations	Visitor spending on gasoline.
Second homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
Labor income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.



# ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, state, and city coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 400 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

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